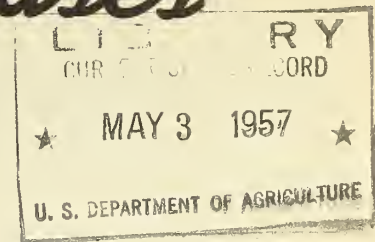


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Consumer Purchases of Selected FRUITS AND JUICES



in DECEMBER

1956



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ - 38

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PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN DECEMBER 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

In December 1956, household consumers purchased about 5.4 million gallons of frozen concentrated fruit juices--about 3 percent more than in either November 1956 or December 1955. The increase was primarily in frozen concentrated orange juice.

Consumers purchased substantially less canned single-strength orange and grapefruit juices in December 1956 than in December 1955. In contrast, they bought a greater quantity of "other juices" not separately reported, so that the total purchases of all canned single-strength juices were only about 3 percent below the December 1955 volume.

Householders' purchases of single-strength orangeade and concentrated frozen lemonade were about 22 and 13 percent greater, respectively, than in December 1955.

Consumer purchases of fresh oranges in December 1956 were the lowest reported for December since 1949. Purchases of fresh grapefruit in December 1956, while down about 3 percent from December 1954 and about 5 percent from December 1955 were well above purchases made in that month in the years 1949 to 1953.

Consumer purchases of fresh lemons and tangerines were up about 3 and 16 percent, respectively, from December 1955.

Frozen Juices, Refrigerated Juices, and Aides: Household consumers purchased nearly 5 percent more frozen concentrated orange juice in December 1956 than in December 1955, with about 29 percent of the Nations' families buying the product in both periods. However, those buying in December 1956 purchased a larger average quantity than in the same month a year earlier. The average price paid in December 1956 was fractionally lower than in November 1956 or December 1955 (table 1).

Less than 1 percent of the Nations' families purchased frozen concentrated grapefruit juice during December 1956.

The upward trend in the average monthly amount of chilled orange juice bought per family and in the total quantity purchased by consumers was continued in December 1956. Purchases in December were about 22 percent greater than in November and about 38 percent greater than in October 1956, when reporting on this product was initiated. A greater proportion of families bought the

product in December than in either of the 2 preceding months; and the average price paid per quart was about 1 cent lower (table 1).

In December 1956, household consumers purchased nearly 13 percent more frozen concentrated lemonade than in December 1955 (fig. 5). The increase was entirely due to a larger average monthly purchase per buying family as there was no change from December 1955 in the proportion of families buying. The average price paid per 6-ounce can was about 0.2 cent lower than in December 1955 (table 1).

Consumers' purchases of shelf-pack orangeade in December 1956 were down 16 percent from December 1955 and were the lowest reported for any month since April 1953. Except for November 1956, the 1 percent of families buying the product was also the lowest proportion yet reported. The average price paid per 6-ounce can was up 0.7 cent from December 1955.

Only about 400,000 cases (equivalent No. 2 cans) of canned single-strength orangeade were purchased by consumers in December 1956, as compared to 660,000 cases in July 1956, reflecting the seasonal nature of demand for this product. However, the volume purchased was about 22 percent greater than in December 1955, primarily because of about a 12-percent increase in the average quantity bought per family (table 1).

Canned Juices and Fruit: The 810,000 cases (equivalent No. 2 cans) of canned single-strength orange juice bought by householders in December 1956 were about 22 percent less than in December 1955, continuing the general downward trend in monthly average purchases which began in February 1952. The 8 percent of United States families buying this product in December 1956, while almost unchanged from October and November 1956, was the lowest proportion of families buying since this series of data was begun in 1949.

Consumers paid an average of 36.4 cents for a 46-ounce can of orange juice in December 1956--except for November 1956, the highest price paid since October 1950 (table 2).

Householders' purchases of canned single-strength grapefruit juice in December 1956 were down nearly 17 percent from December a year earlier (fig. 6). Less than 7 percent of the Nations' families bought grapefruit juice in December 1956, the smallest proportion of families buying this product since these surveys were begun in January 1949.

Consumers paid an average of about 28 cents for a 46-ounce can of grapefruit juice in December 1956. With the exception of November 1956, when the price was 28.6 cents, this was the highest monthly average price paid since April 1951 (table 2).

Consumer purchases of canned single-strength lemon juice during December 1956 were up nearly 52 percent from December 1955. This larger volume of purchases was due to an increase in both the percentage of families buying and in the average quantity purchased per buying family. Average prices paid were almost unchanged from December a year earlier.

The volume of prune juice purchased by householders in December 1956 was about 11 percent less than in the preceding month and about 4 percent less than in December 1955. The proportion of families buying was unchanged from December 1955, but the average quantity purchased during the month per family was down nearly 4 percent. The average price paid in December 1956 for a 32-ounce can of prune juice was 32.7 cents, up 0.6 cent from December 1955 (table 2).

Consumer purchases of tomato juice in December 1956 were down moderately from the preceding month, but were up slightly from December 1955. The increase in volume of purchases over the previous December was due to a larger average monthly purchase per family, as the proportion of families buying--about 17 percent--was almost unchanged.

In December 1956, purchases of tomato juice alone were almost equal to the combined purchases of the 3 single-strength citrus juices (orange, grapefruit, and lemon) and constituted nearly 25 percent of the total purchases of all canned juices bought by consumers (table 2).

The volume of consumer purchases of canned grapefruit sections in December 1956 was down about 17 percent from the previous month and about 32 percent from October 1956 when data for this product were first reported. And the proportion of families buying decreased from 6.7 to 5.0 percent from October through December. However, the effects of the smaller number of purchasers were partially offset by a larger average monthly purchase per family (table 2).

Fresh Fruit: Consumers purchased about 3.0 million boxes of fresh oranges in December 1956, 7 percent below December 1955, and the lowest volume reported for December since this series began in 1949 (fig. 7). December 1956 was the eighth consecutive month in which consumers purchased fewer oranges than in the corresponding month of 1955. The smaller volume of purchases of fresh oranges in December 1956, as compared to December 1955, was primarily due to reduced purchases of Florida oranges.

In December 1956, consumers paid about 40 cents per dozen for oranges, slightly higher than November 1956, and the highest December price since 1951 (table 3).

Consumer purchases of fresh grapefruit in December 1956 were up about 35 percent from the preceding month, but were down about 5 percent from December 1955 (fig. 7). The decrease in the December volume of purchases compared to a year earlier was due solely to a smaller proportion of families buying grapefruit. There was no change in the quantity bought per family. The average price paid for grapefruit by householders in December 1956 was about 5 cents a dozen above that paid in December 1955, but 7 cents below the November 1956 price (table 3).

Householders' purchases of fresh lemons in December 1956 were about 3 percent larger than in December 1955. Although a smaller proportion of families bought lemons in December 1956 than in the same month a year earlier, those buying purchased larger quantities.

Consumers paid an average of about 47 cents for a dozen lemons in December 1956 or about 1 cent more than the average December 1955 price.

Householders purchased nearly 16 percent more tangerines in December 1956 than in December 1955. The increase in the volume of purchases resulted from a larger proportion of families buying tangerines, coupled with a larger average monthly purchase per family. The December 1956 average price was about 36 cents per dozen, compared to 38 cents in December 1955 (table 3).

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, December 1956 and 1955 (4-week period)

	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase			1956	1955
					1956	1955	1956	1955			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	28.9	28.9	4,896	4,683	2.1	2.2	20.6	19.2	6	16.6	16.7
Grapefruit.....	1/	2/	1/	2/	1/	2/	1/	2/	6	1/	2/
Other concentrates.....	3/	3/	433	528	3/	3/	13.7	14.6	6	18.4	15.5
Total.....	30.7	30.6	5,399	5,211	2.3	2.4	19.6	18.4			
Refrigerated juice											
Chilled orange juice.....	3.3	2/	1,579	2/	3.3	2/	37.8	2/	4/	36.1	2/
Concentrated ades											
Frozen											
Lemonade.....	1.9	1.9	166	147	1.5	1.4	14.8	15.1	6	14.1	14.3
Shelf-pack											
Orangeade.....	1.0	1.1	87	103	1.4	1.6	15.6	15.1	6	17.3	16.6
Single-strength ade											
Canned orangeade.....	2.9	2.7	401	330	1.7	1.7	70.2	62.8	46	28.0	28.2

1/ Too few purchases reported for analysis.

2/ Data not obtained for this period.

3/ Information not available.

4/ Per equivalent quart.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, December 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	5.0	2/	261	2/	1.8	2/	34.6	2/	3/ 16	18.6	2/
Canned juices											
Orange.....	7.9	9.7	810	1,038	1.7	1.7	51.3	56.4	46	36.4	32.8
Grapefruit.....	6.6	8.1	776	930	1.7	1.6	60.6	64.2	46	28.1	25.2
Lemon.....	2.0	1.5	47	31	1.3	1.3	15.5	14.2	5½	12.6	12.5
Prune.....	7.6	7.6	592	615	1.8	1.8	37.9	39.3	32	32.7	32.1
Tomato.....	16.8	16.9	1,610	1,572	1.6	1.5	53.2	53.6	46	27.8	27.3
Total 4/.....	46.0	46.3	6,552	6,718	2.6	2.6	48.0	50.5			

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

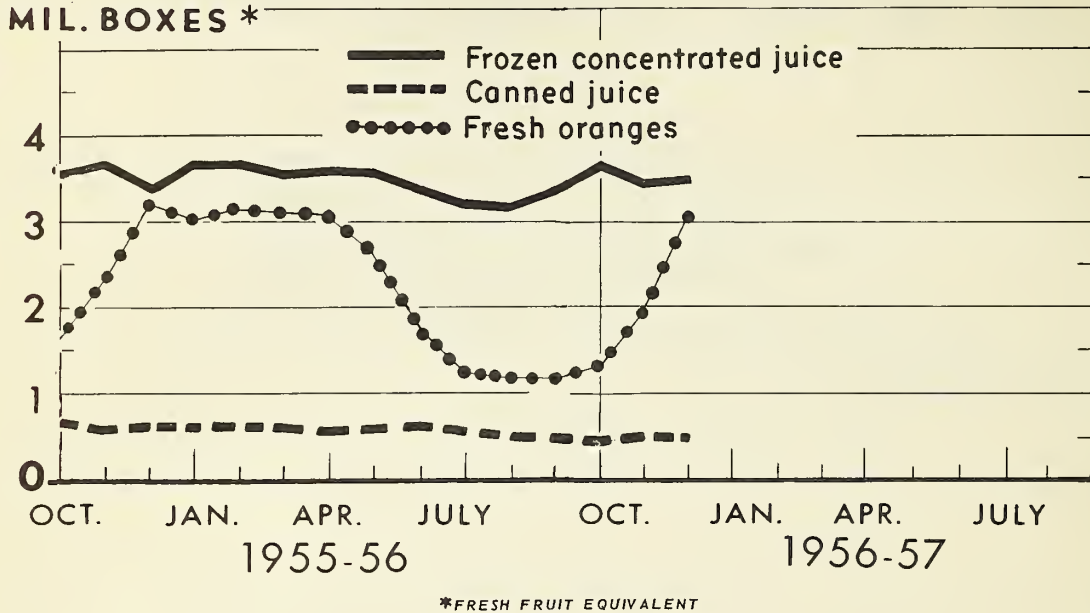
4/ Includes other canned single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, December 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	24.3	18.7	1,098	871	1.5	1.6	12.1	11.8	49.8	52.2
Florida.....	20.3	24.9	1,368	1,765	1.8	1.8	16.8	16.7	32.8	33.8
Unidentified.....	10.9	11.6	465	491	1.4	1.3	13.3	13.3	39.2	39.4
Total 1/.....	47.5	48.7	3,045	3,270	1.9	1.9	14.3	14.5	39.8	39.4
Grapefruit										
California-Arizona.....	3.4	2.3	170	107	1.1	1.4	6.8	5.0	73.5	83.9
Florida.....	17.9	17.9	1,142	1,161	1.8	1.8	5.7	5.5	85.5	78.0
Unidentified.....	8.3	9.8	348	459	1.3	1.4	5.0	5.4	86.2	77.7
Total 1/.....	27.9	28.7	1,839	1,932	1.8	1.9	5.8	5.5	82.6	77.8
Lemons.....	17.1	17.7	223	216	1.5	1.4	6.2	6.1	47.4	46.8
Tangerines.....	23.8	22.6	1,385	1,198	1.6	1.5	12.0	11.9	36.5	38.4

1/ Includes small purchases of Texas fruit.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



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Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57 boxes	1955-56 boxes	1956-57 boxes	1955-56 boxes	1956-57 boxes	1955-56 boxes	1956-57 boxes	1955-56 boxes
October.....	1,301	1,643	3,620	3,597	459	688	5,380	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....	3,045	3,270	3,496	3,395	480	647	7,021	7,312
October-December 1/.....	7,068	8,020	11,360	11,471	1,558	2,088	19,986	21,579
January.....		3,008		3,671		648		7,327
February.....		3,142		3,649		645		7,436
March.....		3,126		3,569		612		7,307
October-March 1/.....		18,166		23,406		4,155		45,727
April.....		3,055		3,603		578		7,236
May.....		2,617		3,565		602		6,784
June.....		1,726		3,390		610		5,726
October-June 1/.....		26,041		34,916		6,078		67,035
July.....		1,268		3,201		534		5,003
August.....		1,160		3,147		484		4,791
September.....		1,129		3,310		499		4,938
Season 1/.....		29,875		45,455		7,480		82,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

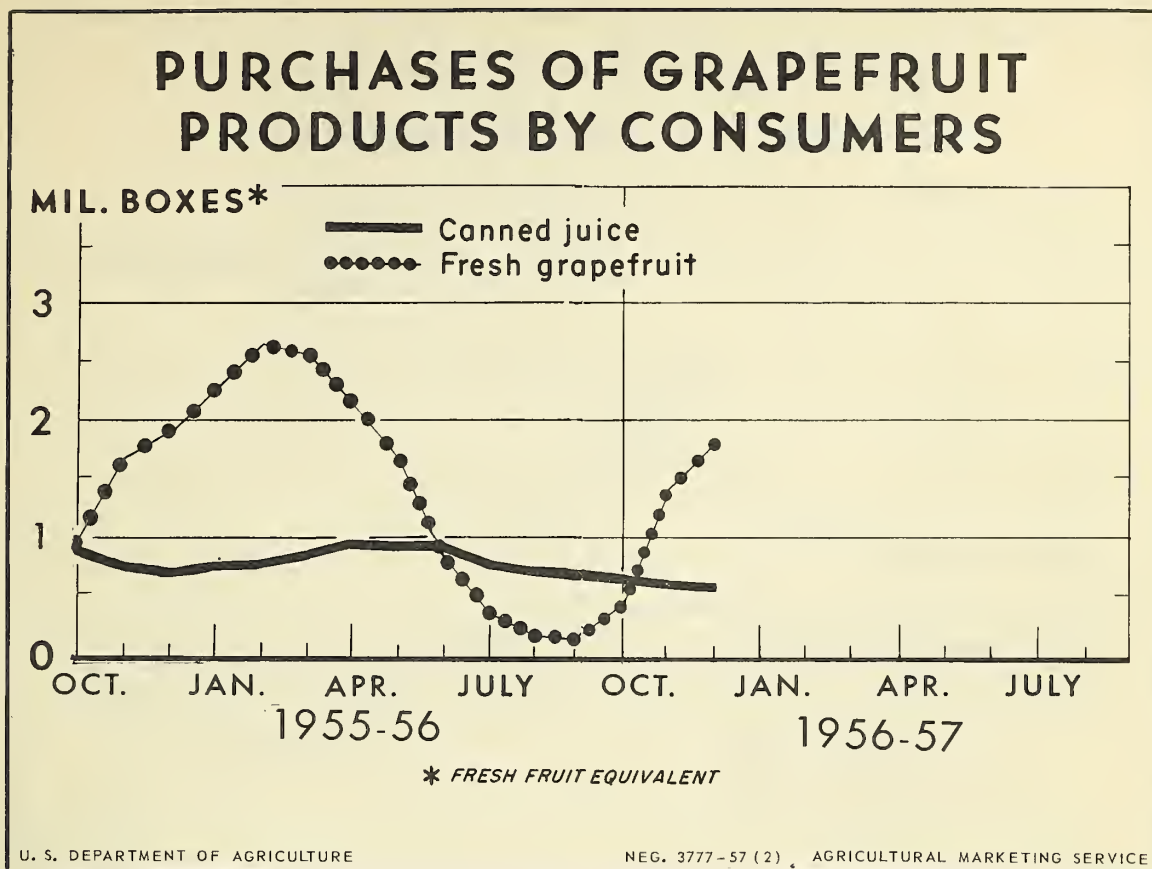


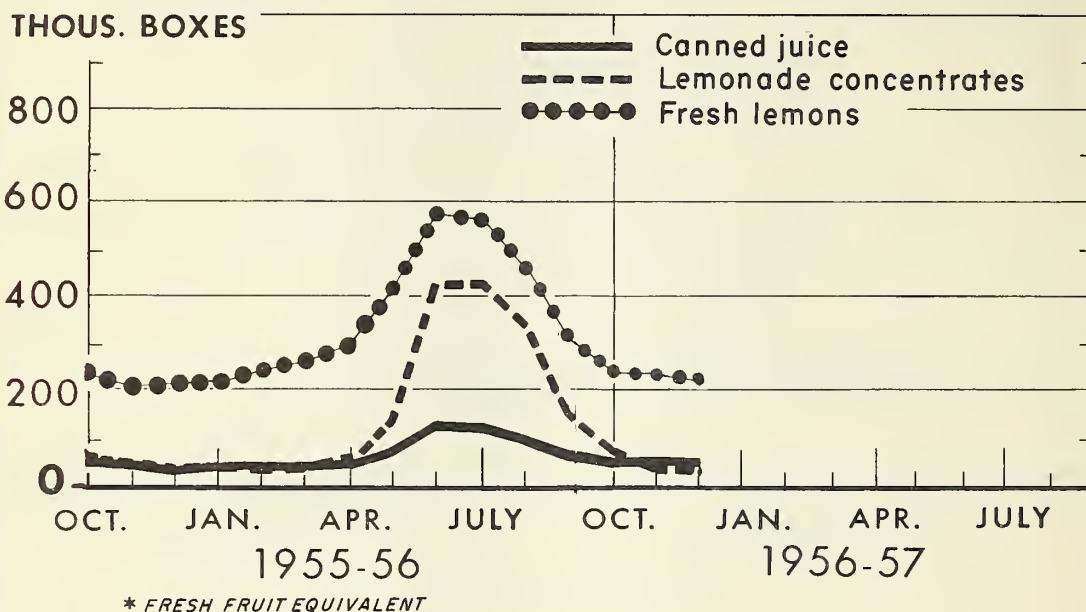
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	boxes	boxes	boxes	boxes	boxes	boxes
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....	1,839	1,932	592	732	2,431	2,664
October-December 1/.....	4,076	5,165	2,663	2,407	6,739	7,572
January.....		2,246		754		3,000
February.....		2,672		768		3,450
March.....		2,543		857		3,400
October-March 1/.....		13,370		5,006		18,376
April.....		2,165		940		3,105
May.....		1,668		926		2,594
June.....		860		940		1,800
October-June 1/.....		18,411		8,029		26,440
July.....		353		768		1,121
August.....		184		705		889
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



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Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	36	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....		218		37		32		37		292
February.....		242		42		34		36		320
March.....		261		42		37		40		343
October-March 3/.....		1,492		262		236		255		2,009
April.....		288		46		58		59		393
May.....		416		71		135		138		625
June.....		573		124		410		425		1,122
October-June 3/.....		2,876		528		894		937		4,341
July.....		563		117		415		426		1,106
August.....		457		96		341		351		904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,870		1,940		7,058

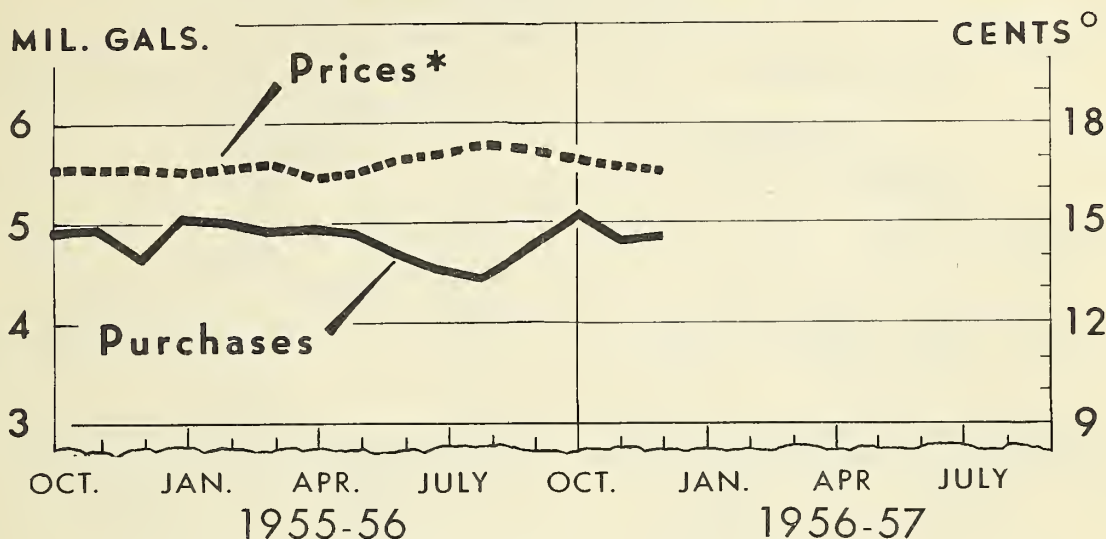
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



* PRICES PAID BY HOUSEHOLD CONSUMERS

° PER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3779-57 (2)

AGRICULTURAL MARKETING SERVICE

Figure 4

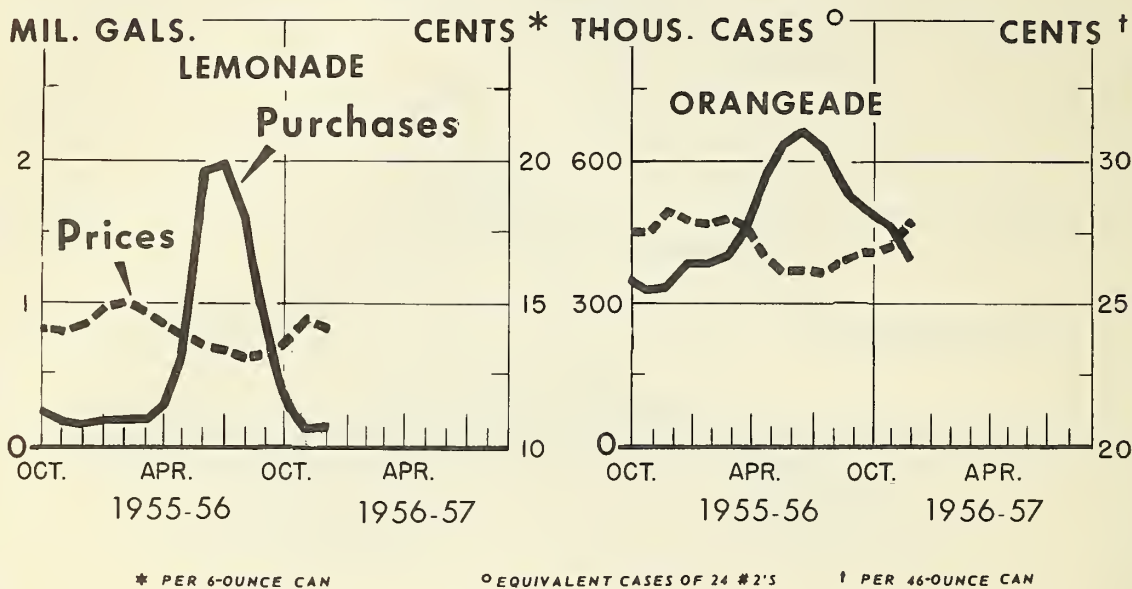
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57	1955-56	1956-57	1955-56
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,896	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....		5,043		16.6
February.....		5,012		16.7
March.....		4,903		16.8
October-March 1/.....		32,216		
April.....		4,970		16.4
May.....		4,917		16.5
June.....		4,676		16.8
October-June 1/.....		48,092		
July.....		4,515		17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

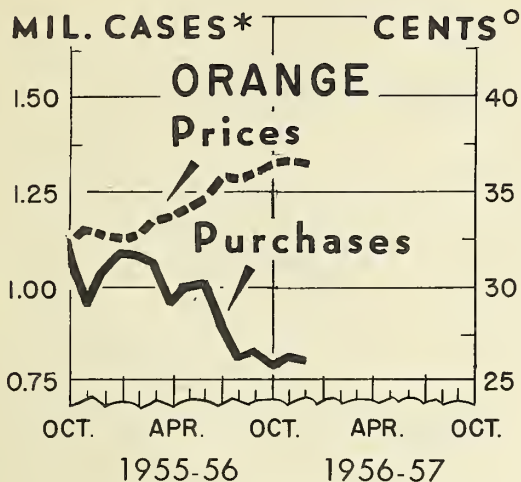
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	174	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	718	593			1,428	1,011		
January.....		153		14.8		379		27.9
February.....		163		14.8		379		27.6
March.....		177		14.7		393		28.0
October-March 2/.....		1,121				2,348		
April.....		273		14.2		446		27.6
May.....		640		13.8		563		26.7
June.....		1,242		13.6		634		26.2
October-June 2/.....		4,239				4,106		
July.....		1,966		13.3		660		26.2
August.....		1,614		13.1		627		26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

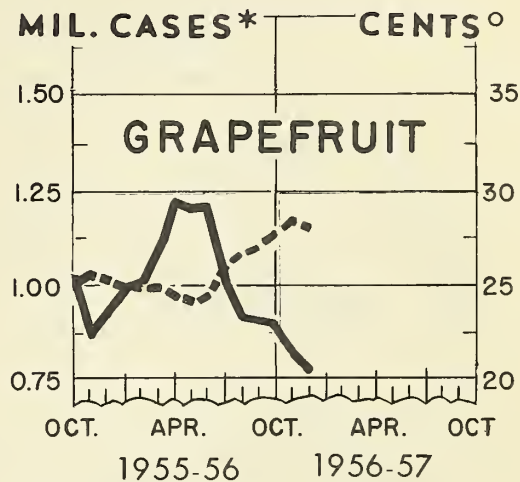
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



*EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....		1,081		32.7		981		24.9
February.....		1,077		33.1		1,025		24.8
March.....		1,021		33.5		1,114		24.8
October-March 2/.....		6,801				6,439		
April.....		960		33.5		1,223		24.5
May.....		1,000		34.2		1,204		24.4
June.....		1,013		34.5		1,221		24.6
October-June 2/.....		9,996				10,370		
July.....		898		35.7		1,007		26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

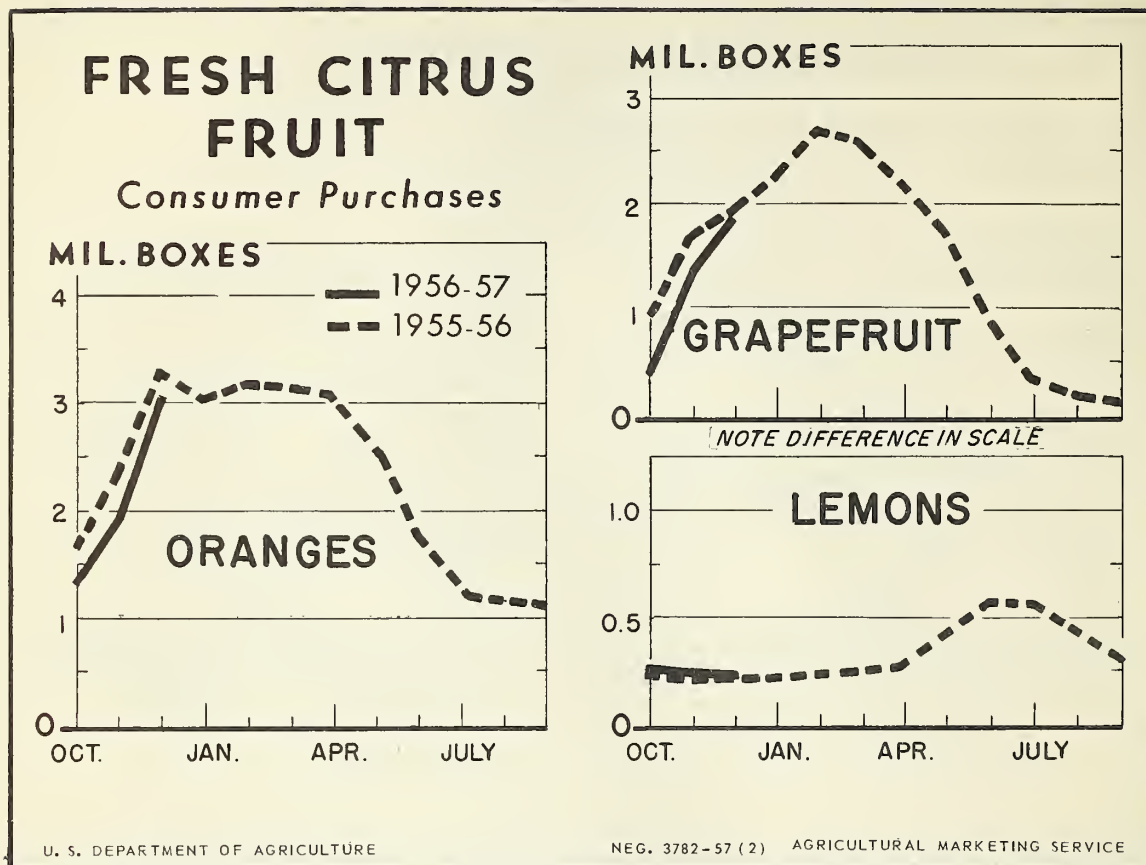


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....		3,008		41.4		2,246		77.9		218		48.1
February.....		3,142		43.7		2,672		73.4		242		46.3
March.....		3,126		44.9		2,543		76.0		261		44.6
October-March 1/.....		18,166				13,370				1,492		
April.....		3,055		45.8		2,165		81.1		288		42.5
May.....		2,617		51.5		1,668		91.3		416		40.2
June.....		1,726		53.0		860		100.5		573		44.0
October-June 1/.....		26,041				18,411				2,876		
July.....		1,268		45.8		353		105.6		563		44.6
August.....		1,160		43.0		184		108.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

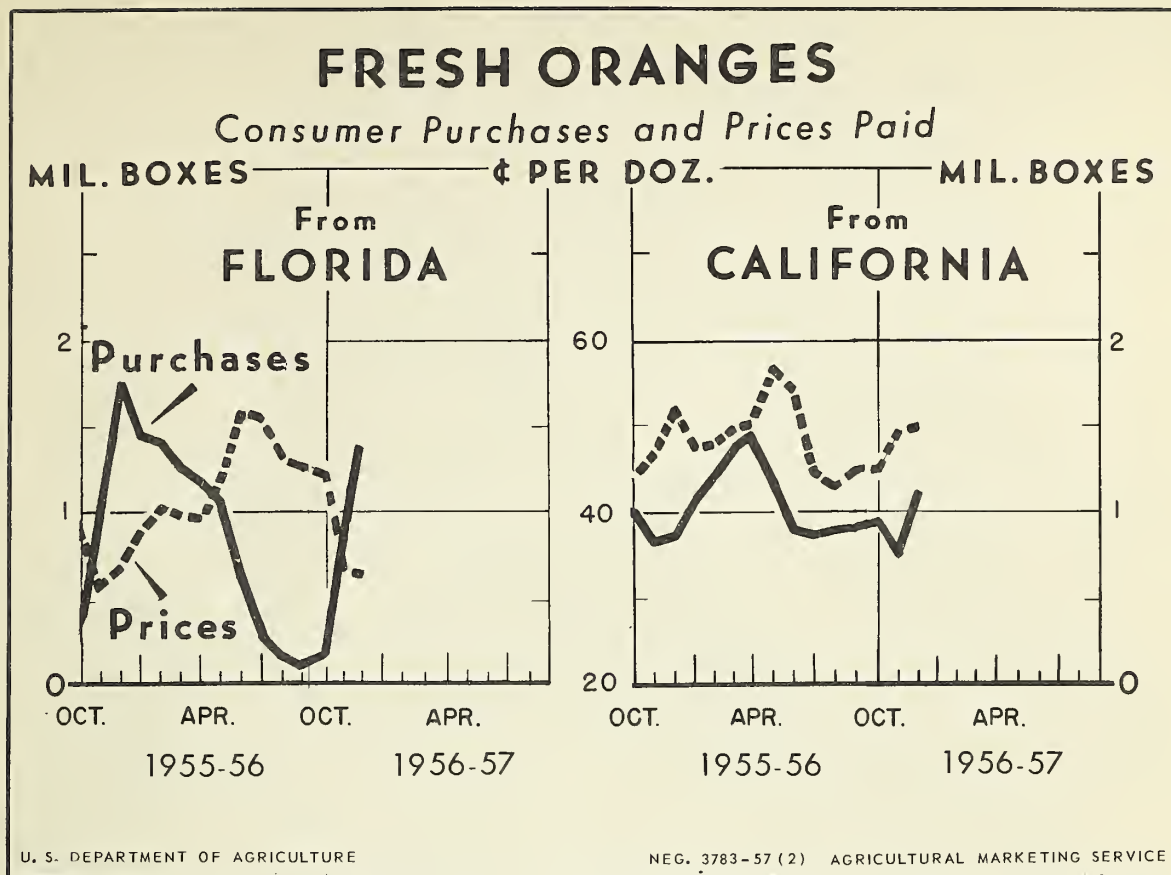


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,618			3,024	2,953		
January.....		1,427		37.5		1,063		47.4
February.....		1,399		40.2		1,191		48.0
March.....		1,261		39.6		1,384		49.8
October-March 1/.....		8,070				6,944		
April.....		1,186		39.7		1,458		50.3
May.....		1,065		44.5		1,190		56.9
June.....		596		51.5		892		54.1
October-June 1/.....		11,137				10,679		
July.....		248		50.8		859		44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

